

VEGETABLE MARKET ANALYSIS



INTRODUCTION

Our project focuses on analyzing vegetable market data and evaluating the quick commerce vegetable business in Delhi. We have extracted data from the Noida Vegetable Market to calculate average monthly vegetable prices. Compared with nearby markets which helped us to identify price variations and potential reasons and determine seasonal vegetables based on prices and highlighted market demand.

We also assessed the total cost of a vegetable basket for low-income, middle-income, and high-income families. Analyzed price changes over time for each income group and calculated inflation rates which have provided insights into affordability.

Additionally, created a case study that has explored the market size, competition, challenges, success factors, and technology integration for the quick commerce vegetable business in Delhi.



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THE ANALYTICAL TEAM



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OBJECTIVE

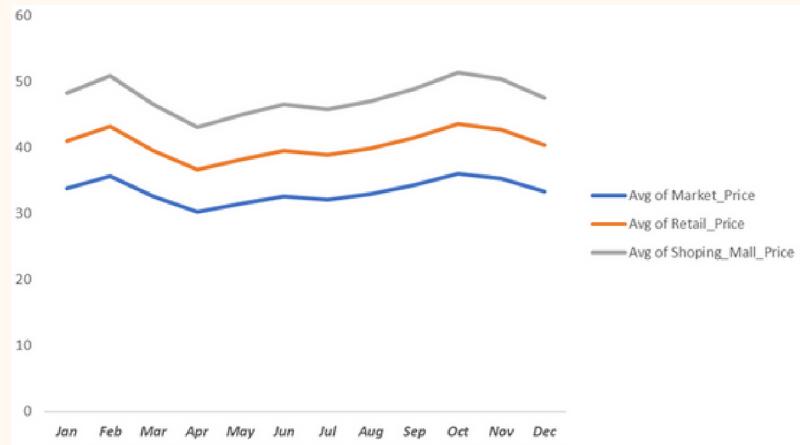
- Extract and analyze vegetable data, calculate average prices.
- Identify variations and seasonal vegetables.
- Determine affordability for different income groups.
- Analyze price changes over time.
- Conduct a case study on quick commerce vegetable business in Delhi.



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THE AVERAGE MONTHLY PRICE OF VEGETABLES IN THE NOIDA MARKET

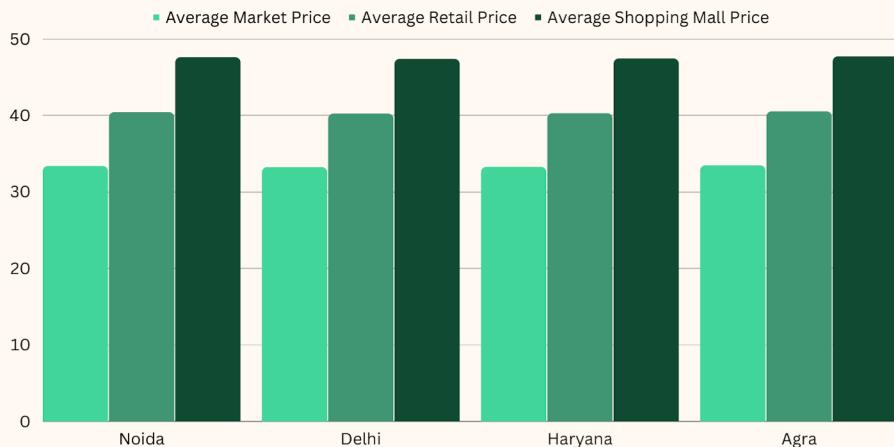
According to the data, it appears that there is a seasonal pattern in the price of vegetables, with a sharp decline from February to April. April has the lowest vegetable prices, while February has the highest.



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DIFFERENCES OR SIMILARITIES IN THE PRICES OF VEGETABLES IN NOIDA AND NEARBY LOCATED MARKETS

After analyzing the data, it appears prices of vegetables in Noida and nearby located markets are approximately similar, it indicates that there is a consistent pricing trend across these markets. The reason for this might be, factors such as supply chain dynamics, transportation costs, and competition may be influencing vegetable prices in the region as a whole.



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SEASONAL VEGETABLES IN NOIDA MARKET

- Cabbage
- Coriander Leaves
- Cauliflower
- Green Peas
- Fenugreek Leaves
- Baby Corn
- Butter Beans
- Amaranth Leaves
- Dill Leaves
- Snake Gourd
- Green Chilli
- Cucumber
- Mint Leaves
- Coconut
- Onion Big
- Beetroot
- Cluster beans
- Carrot
- Broad Beans
- Raw Banana (Plantain)
- Brinjal (Big)
- Ladies Finger
- Garlic
- Lemon (Lime)
- French Beans
- Onion Small
- Drumsticks
- Mango Raw

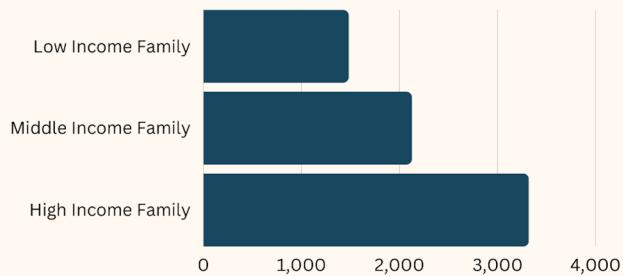


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AVERAGE COST OF A VEGETABLE BASKET FOR FAMILY OF VARIOUS INCOME GROUP

Standard Vegetable Basket
Two Seasonal Vegetables
One Non-Seasonal Vegetable
Potato
Onion
Green Chilli
Garlic
Ginger

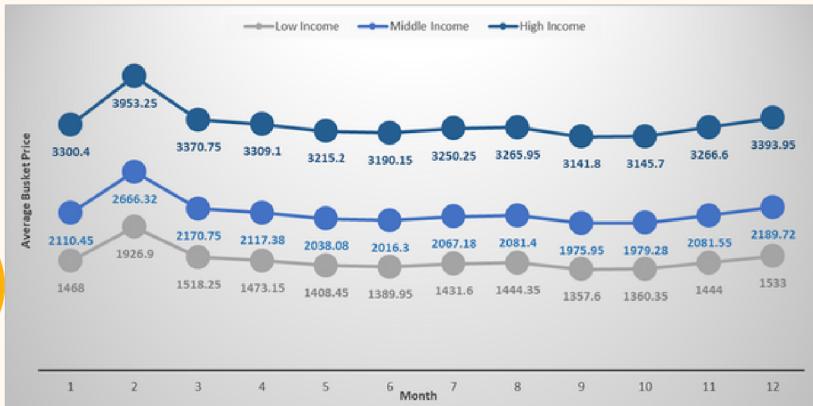
There is a clear difference in spending power on vegetables for low-income, middle-income, and high-income families. While a low-income family may spend up to approximately ₹ 1500, a middle-income family may spend up to approximately ₹ 2100 and a high-income family may spend approximately ₹ 3300 or more per month. It's important to note that these figures may vary depending on various factors such as family size, dietary preferences etc.



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PRICES OF THE VEGETABLE BASKET CHANGE OVER TIME FOR EACH INCOME GROUP

The insight from the changing prices of the vegetable basket over time for each income group is that fluctuations in vegetable prices can impact the affordability and purchasing power of different income groups, requiring them to adjust their budgets accordingly

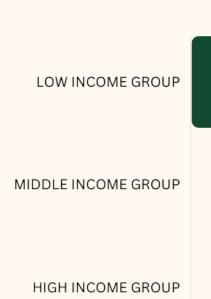


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INFLATION RATE FOR EACH INCOME GROUP BASED ON THE PRICES OF THE VEGETABLE BASKET

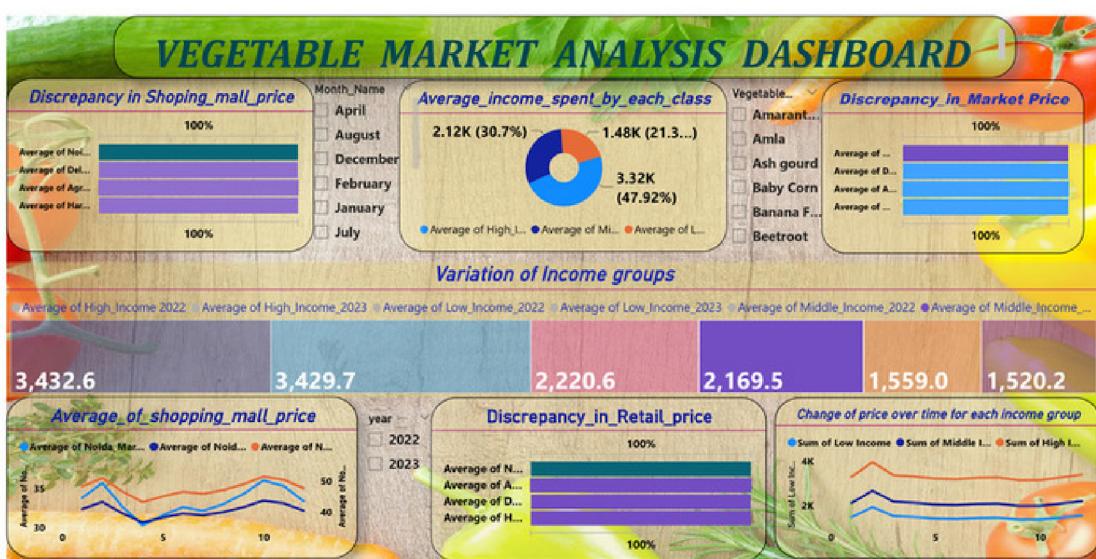
Insights from this data indicate that there may be a slight decrease in the average basket prices for low-income and middle-income families and a very slight increase for high-income families from 2022 to 2023. However, the differences are relatively small, suggesting relatively stable inflation rates across the income groups.

	AVERAGE BASKET PRICE IN 2022	AVERAGE BASKET PRICE IN 2023
LOW INCOME GROUP	1558.95	1520.15
MIDDLE INCOME GROUP	2220.60	2169.46
HIGH INCOME GROUP	3429.74	3432.57



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DASHBOARD



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CASE STUDY

FUTURE SCOPE FOR QUICK COMMERCE VEGETABLE BUSINESS IN DELHI

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INTRODUCTION

- **Market Size:** Unveiling the vast potential of Delhi's vegetable market and its estimated size.
- **Competitive Landscape:** Exploring the competitive landscape in the quick commerce vegetable business, showcasing top players and their market shares.
- **Key Challenges:** Identifying key challenges present in the market.
- **Key Success Factors:** Unveiling the key success factors, which are required for quick commerce business.
- **Leveraging Technology:** Technology's power to enhance operations, improve customer experience, and achieve business growth.



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MARKET SIZE AND POTENTIAL FOR THE QUICK COMMERCE VEGETABLE BUSINESS IN DELHI

The market size for the quick commerce vegetable business in Delhi is estimated to be 20,000,000 kg per month, based on the average monthly vegetable consumption per household and the number of households. The potential growth of this business is projected to reach around 6,000,000 kg per month by 2025, considering an expected market share of 30%.



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COMPETITIVE LANDSCAPE FOR QUICK COMMERCE VEGETABLE BUSINESS IN DELHI

GROFERS
30% Maket Share

BIG BASKET
25% Maket Share

AMAZON
20% Maket Share

SWIGGY
15% Maket Share

OTHERS
10% Maket Share

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WHAT ARE THE KEY CHALLENGES

- Infrastructure and transportation: Addressing logistical issues for efficient operations.
- Intense competition: Strategies to stand out and compete in the market.
- Maintaining a consistent supply: Implementing effective supply chain management to reduce spoilage and sourcing costs.

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WHAT CAN BE THE KEY SUCCESS FACTORS

- **Competitive pricing:** Sourcing vegetables at reasonable costs and managing expenses.
- **Reliable supply chain:** Ensuring efficient logistics and maintaining product quality.
- **Seamless customer experience:** Offering convenient ordering, timely delivery, and excellent service.

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LEVERAGING TECHNOLOGY



1. **Online Platforms:** Enhancing customer convenience and accessibility through user-friendly online platforms for vegetable ordering.
2. **Efficient Inventory Management:** Optimizing stock levels, reducing waste, and improving order fulfillment using advanced inventory management systems.
3. **Streamlined Delivery:** Improving delivery efficiency, cost-effectiveness, and timeliness through route optimization and mobile communication tools.
4. **Data-driven Insights:** Leveraging CRM systems and data analytics to personalize customer experiences, drive loyalty, and make informed business decisions.

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THANK YOU!

